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FOR IMMEDIATE RELEASE

Pete Barr Jr. inducted into The Florida & Caribbean Advertising Hall of Fame

ORLANDO, Fla. (April 19, 2024) – Pete Barr Jr., president and CEO of &Barr, was recently named to the American Advertising Federation (AAF) District 4’s Florida & Caribbean Advertising Hall of Fame, honoring his lifetime achievement in and contributions to the advertising industry.

“What an incredible honor it is to be named alongside some of the region’s most successful advertising professionals, including my father,” said Pete Barr Jr. “For more than two decades, I’ve been fortunate to continue the journey he started when he founded the agency in 1957. Through unexpected obstacles and ever-advancing technologies, &Barr has remained at the forefront of our industry — strong, resilient and dedicated to our clients for more than half a century, and we’re looking to the future with even more optimism.”

Barr joins his father, Pete Barr Sr., among 10 other individuals who have won this award since its inception in 2023. Among this year’s inductees, Barr is the only individual from the Central Florida region to earn this honor.

Throughout his more than 40 years of experience in the advertising industry, Barr has garnered countless accolades and accomplishments, including a Silver Medal Award from the AAF for his contributions to furthering the industry’s standards for creative excellence and social responsibility. During his tenure as CEO, Barr spearheaded &Barr’s evolution into the digital age, transforming the agency into a full-service agency by introducing public relations and social media strategy services.

Currently, he serves as Chair of 4A’s Florida Council and as a member of 4A’s Gold Forum group of CEOs. Barr is also actively involved in his community, currently serving as Chair of the Board for Habitat for Humanity Greater Orlando & Osceola and previously as a board member of the YMCA of Central Florida.

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, the University of Central Florida and the YMCA of Central Florida, among others. Celebrating more than 65 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit www.andybarr.co.

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